

PHILIP MORRIS U.S.A.

INTEROFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017

TO: DISTRIBUTION

DATE: July 26, 1991

FROM: Elizabeth Egan *EHE*

SUBJECT: BUCKS POS "PENNY TRAY"

Bucks has produced a permanent POS piece, a "take a penny/leave a penny" receptacle. The call-out on this piece is BUCKS MAKES SENSE.

Objective

The objective of this offering is to gain visibility at retail, utilizing a practical retail piece which also conveys branding and leverages Buck's attitudinal positioning.

Placement Guidelines

The Bucks Penny Tray should be placed in pack outlets, in a highly visible location at the checkout. Outlets with a strong Camel presence and share should be targeted.

Allocations have been made at the Section level, and should be ordered, via midas, for placement on or after September 1.

Materials Listing

<u>Item</u>	<u>POS #</u>	<u>P/K</u>	<u>Total Qty.</u>	<u>Qty./Rep</u>
Penny Tray	58696	5	35,000	see alloc.
Sell Sheet	59842	5	15,000	5

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BUCKS PENNEY TRAY

SECTION	NUMBER REPS	ALLOCATION
11	69	690
12	61	610
13	52	1040
14	97	970
15	77	770
16	60	600
21	64	640
22	59	1180
23	82	1640
24	92	1840
25	68	1360
26	92	1840
31	69	1825
32	73	1460
33	73	730
34	77	770
35	92	920
36	88	880
41	88	880
42	65	845
43	75	975
44	91	1183
45	66	858
46	75	975
51	67	1340
52	43	860
53	83	1660
54	76	2280
55	81	1620
TOTAL	2,155	33,241

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